

PRINT ADVERTISING

California's Oldest Weekly Paper

Put your business in print.

Prices are per weekly issue. Choose a standard size, flyer ad or custom size.

Standard display ads

Black-and-white printing included

Full page Maximum space	Half page Horizontal	Half page Vertical	Quarter page Horizontal	Quarter page Vertical
\$500	\$250	\$250	\$150	\$150
				
9.890 × 21.258 in	9.890 × 10.629 in	4.945 × 21.258 in	9.890 × 5.315 in	4.945 × 10.629 in

All sizes: width × height. Shaded area shows your ad; placement is illustrative.

Full color Add \$25 to your print ad.

Custom-size display ads

\$4.75 per square inch

Or **\$15.13 per column inch** for an ad 3.186 in wide.

One column inch is one column wide × 1 in tall.

Local businesses & nonprofits

Receive **50% off** the custom-size rates shown here.

Classified ads

Simple text listings, priced per weekly issue.

Under 20 words	\$5
20-40 words	\$10
41-80 words	\$15

Over 80 words: column-inch rate; ask for a quote.

Turn your flyer into a print ad

We resize your 8.5 × 11 in flyer to fit the paper.

One column 3.186 × 4.123 in	\$30
Two columns 6.538 × 8.461 in	\$150

Let's plan your ad.

team@themountainmessenger.org

530-289-3262

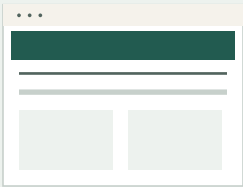
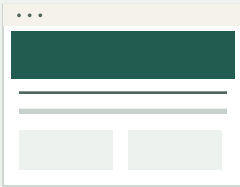
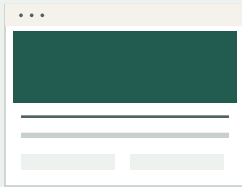
Artwork & booking steps on page 2

Be seen at the top of our homepage.

Your ad appears above the newspaper's logo and navigation, on desktop, tablet and mobile. Choose the maximum display height that suits your artwork.

Homepage advertising

Rates per week

Small	Medium	Large
\$30	\$60	\$90
		
Up to 18% of screen height	Up to 30% of screen height	Up to 45% of screen height

Actual size depends on the device and your artwork. Images resize proportionally without cropping; the diagrams show relative height limits.

Want the homepage placement to yourself?

Ask for an exclusive-placement quote. A **\$20 base fee** applies only to exclusive placements.

With a standard booking, other advertisers may appear in this space. Your ad is not guaranteed to appear on every visit. Ask us about availability for your preferred dates.

Ready to advertise?

Send your preferred dates, ad size and artwork. We'll confirm the details.

FOR PRINT

Send a print-ready **PDF** at the chosen size, or contact us for help. Widths: **3.186 in** (one column), **6.538 in** (two), **9.890 in** (full page). Full-page height: **21.258 in**; up to **21.500 in** without a page header.

FOR ONLINE

Send a **PNG or JPG**, ideally **2,000 pixels wide or larger**, plus the link visitors should open. For HTML ads or other formats, contact us for specifications. Ask about multi-week packages for print or online.

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Ask about availability & longer campaigns